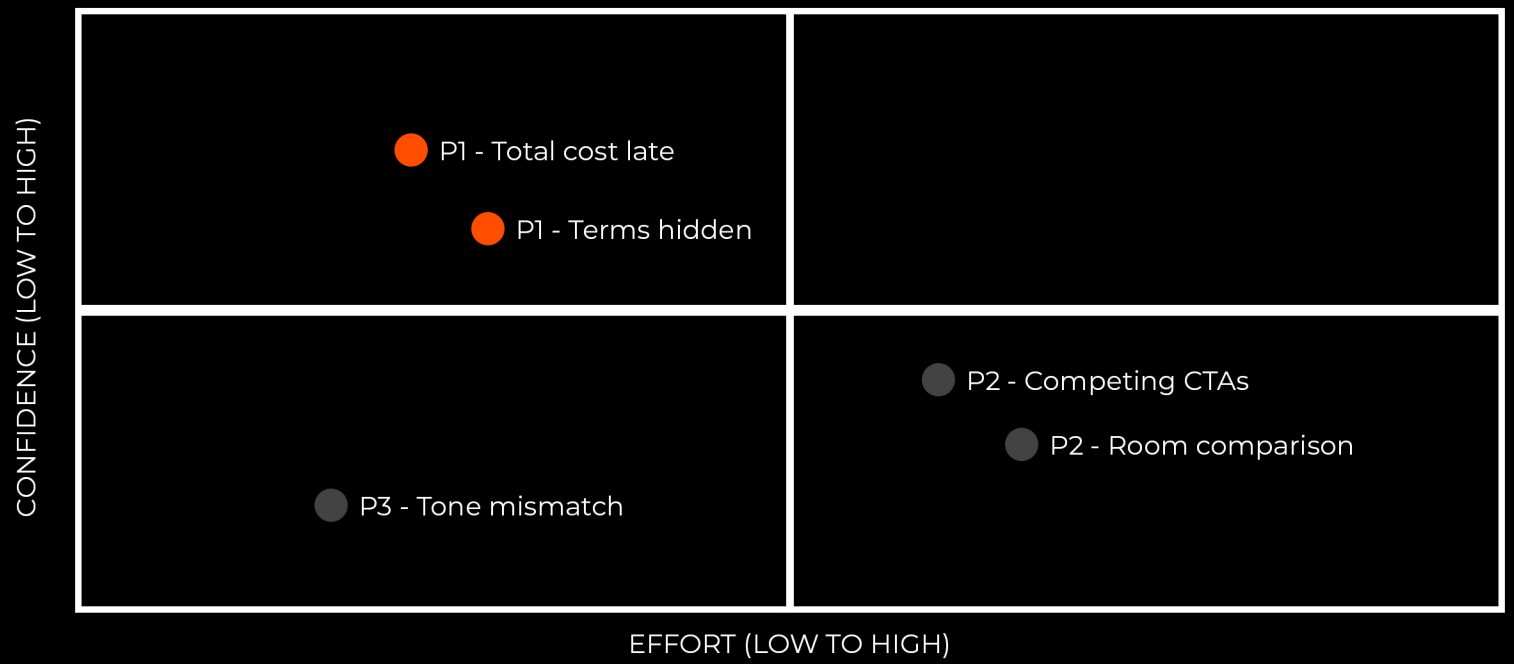
03 - MATRIX - MAISON VERRE - REVENUE EXPERIENCE AUDIT

PRIORITIZATION MATRIX

Issues placed by confidence and effort. Top-left: high confidence, low effort - act first.



*Demonstration content. Illustrative only. Findings shown are exampels of format, not results or guarantees.

03 - MATRIX - MAISON VERRE - REVENUE EXPERIENCE AUDIT

PRIORITIZATION TABLE

The same issues, with the evidence and ratings behind each placement.

ISSUE	EVIDENCE	CONFIDENCE	EFFORT	PRIORITY
Total stay cost appears only at the final step	Journey walkthrough; stakeholder interview	High	Low	***P1***
Cancellation terms behind a secondary link	Touchpoint review	High	Low	***P1***
Competing CTAs on room detail page	Touchpoint review	Medium	Medium	***P2***
Room comparison requires back-navigation	Journey walkthrough	Medium	Medium	***P2***
Inconsistent tone between site and confirmation email	Content review	Low	Low	***P3***

*Demonstration content. Illustrative only. Findings shown are exampels of format, not results or guarantees.